**The News Assignment**

Directions: Create a news cast rundown totaling 30 minutes of news stories and commercials. Make a list in the chart of what you want to air and how long it was. You can type right into this table. Use the links below as resources. MAKE sure to pay attention to your TRT and to how your rundown is structured.

Ask yourself:

1. Will your lead story grab the audience?
2. Does this order work well?
3. Are both weather and sports included?
4. Are your commercials spaced in well?
5. Do you have \_\_\_ minutes of news and \_\_\_\_ minutes of commercials?

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| **Story #** | **Talent Name** | **Slug/Story Name** | **Source** | **Length** | **TRT** |
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**LINKS TO NEWS NATIONAL AND LOCAL**

CNN

<http://www.cnn.com/video>

FOX CHANNEL 2

<http://www.myfoxdetroit.com/subindex/news/local>

WDIV CHANNEL 4

<http://www.clickondetroit.com/index.html>

WXYZ CHANNEL 7

<http://www.wxyz.com/>

Commercials

<http://www.youtube.com/results?search_query=television+commercials&aq=f>

Grading:

|  |  |  |
| --- | --- | --- |
|  | Points Possible | Points Earned |
| Newscast was 30 minutes total | 5 points |  |
| Total of 22 min of news | 5 points |  |
| Total of 8 min of commercials | 5 points |  |
| Commercials were spaced throughout the newscast | 5 points |  |
| Sports story | 5 points |  |
| Weather | 5 points |  |
| Newscast showed planning | 10 points |  |